

# House Study Bill 39 - Introduced

HOUSE FILE \_\_\_\_\_

BY (PROPOSED COMMITTEE ON  
STATE GOVERNMENT BILL BY  
CHAIRPERSON BLOOMINGDALE)

## A BILL FOR

1 An Act relating to alcohol beverage control concerning product  
2 placement and inducements by manufacturers and wholesalers  
3 of alcoholic liquor, wine, or beer.  
4 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1 Section 1. Section 123.186, Code 2023, is amended by adding  
2 the following new subsections:

3     NEW SUBSECTION.   2A.   The division shall adopt as rules the  
4 substance of 27 C.F.R. §6.99 to permit, only with the explicit  
5 consent of the retailer, a manufacturer or a wholesaler of  
6 alcoholic liquor, wine, or beer to reset or rearrange another  
7 manufacturer's or wholesaler's alcoholic beverage products.

8     NEW SUBSECTION. 2B. The division shall adopt as rules the  
9 substance of 27 C.F.R. §10.21 to prohibit a manufacturer or a  
10 wholesaler of alcoholic liquor, wine, or beer from offering  
11 or giving, directly or indirectly or through an affiliate, a  
12 retailer free trips, bonuses, or prizes based on sales of the  
13 manufacturer's or wholesaler's alcoholic beverage products.

14	EXPLANATION
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15           The inclusion of this explanation does not constitute agreement with  
16           the explanation's substance by the members of the general assembly.

17       This bill requires the alcoholic beverages division of  
18 the department of commerce to adopt as rules the substance  
19 of federal regulations concerning the placement of alcoholic  
20 beverage products and the offering of inducements by a  
21 manufacturer or a wholesaler of alcoholic liquor, wine, or  
22 beer.